W. L. Douglas Shoe Company
100 Word Commercial for WCCD, New Haven
October 20, 1944

Order Dec 29, 1944

FOR ~~THURSDAY, NOVEMBER 9:~~

Hey, fellows--break it up! Lay those textbooks down! Here's something worth learning! Right here in New Haven--at 120 Church Street to be exact--there's a shoe store designed for men only, populated by men only, and carrying a line of handsome, husky, he-man shoes you can't beat. Yep, it's the W. L. Douglas Shoe Store, corner of Church and Chapel Streets. Come in today, you students who can. Army-Navy men, drop around Saturday night--the store is open until ten. W. L. Douglas has topnotch brogues, oxfords, moccasins, wing-tips, for the campus; plain-toed military oxfords for Army and Navy wear. All six-fifty and eight-fifty a pair. That's the W. L. Douglas Shoes Store, 120 Church Street, New Haven.

4/20/45